



Alcohol and Tobacco Control State of Louisiana

ATC's Special Canine Has New Name: Ace

November 9, 2012

Baton Rouge, LA: Louisiana Office of Alcohol & Tobacco Control (ATC) announces the results of the canine name contest. ATC's newest agent's name is Ace. School children and people from around the state emailed over three hundred name suggestions to the agency.

Ashlyn, age 10, from Sorrento Primary School submitted the winning name. Ashlyn's mother wrote that Ashlyn liked the name because, "he would be the Ace, the number one top dog, in helping to sniff out the bad guys."

ATC employees voted on name suggestions to finalize the name contest. The addition of Ace to the ATC team will establish an elite K-9 unit that will work to raise awareness of synthetic marijuana/bath salts across the state.



Ace is being trained to detect odors associated with synthetic marijuana/bath salts. "The canine will enhance our success in cracking down on stores that insist on selling synthetic marijuana/bath salts to our children and will be used for educational programs throughout the state," said Hebert. "The canine is funded by fines and penalties and not tax payer dollars," Hebert added.

Synthetic marijuana/bath salts has been linked to suicide, death, and criminal behavior. ATC maintains a zero tolerance policy against synthetic marijuana/bath salts and other designer drugs. Alcoholic beverage and tobacco outlets choosing to sell these dangerous substances may lose their permit(s) and face various criminal charges.

In addition to synthetic marijuana/bath salts and designer drug detection, ATC's canine is also receiving vigorous training for agility, area/building searches, article searches, criminal apprehension, and obedience. Ace will be a great asset for educational programs throughout the state. If you are interested in having Ace visit your educational program, please contact the ATC office at (225) 925-4054.

For more information, please contact:
Troy Hebert, Commissioner of Alcohol and Tobacco Control
(225) 925-4054 or troy.hebert@la.gov